

Define CS, fit into CC	<p>1. CUSTOMER SEGMENT(S) <span>CS</span></p> <p>(i) People willing to donate plasma (ii) Individuals in need of plasma</p>	<p>6. CUSTOMER CONSTRAINTS <span>CC</span></p> <p>(i) Network connectivity (ii) Shortage of plasma (iii) Only registered users can donate and get information related to plasma</p>	<p>5. AVAILABLE SOLUTIONS <span>AS</span></p> <p>(i) Plasma availability - Not up-to-date (ii) The customer can inform their queries through sending the mail</p>	Explore AS, differentiate		
	Focus on J&P, tap into BE, understand RC	<p>2. JOBS-TO-BE-DONE / PROBLEMS <span>J&amp;P</span></p> <p>(i) The statistics should be updated often. (ii) Customer couldn't know how to find the donor.</p>	<p>9. PROBLEM ROOT CAUSE <span>RC</span></p> <p>(i) More information about the plasma is available. (ii) It is much easier to understand and navigate.</p>		<p>7. BEHAVIOUR <span>BE</span></p> <p>(i) A large amount of requests for plasma donation can be processed at the same time. (ii) This application can collaborate with the Government and Non-Profitable Organizations</p>	Focus on J&P, tap into BE, understand RC
		Identify strong TR & EM	<p>3. TRIGGERS <span>TR</span></p> <p>Ease of access and requirement of blood type</p> <p>4. EMOTIONS: BEFORE / AFTER <span>EM</span></p> <p>Before: Not sure to find nearest donors available After: Helps in finding the nearest donor</p>		<p>10. YOUR SOLUTION <span>SL</span></p> <p>The location to where the plasma is needed will be given in mail. Donors can also schedule appointments to their convenience</p>	